

INSTILS case study: Nottingham Counselling Services

Nottingham Counselling Services (NCS) works to improve access to therapy services for vulnerable adults. NCS was looking to develop its digital communications and approached an INSTILS adviser on how best this might be achieved.

The INSTILS Innovation Adviser worked with NCS to learn what was needed to help the company develop its services digitally. It was found that the company did not have the necessary resources to complete the project on its own but it was eligible for INSTILS support.

Through INSTILS, NCS was helped to introduce a digital platform to access its service and appoint an extra staff member to find out more about NCS customers and how the online services could best assist them. The appointment of this new full-time staff member has led to increased revenue through referrals and use of NCS services, as well as allowing NCS to build relationships and engagement opportunities.



INSTILS support has also enabled NCS to develop its online support offering. This includes allowing customers to submit counselling requests 24/7 and complete data forms online before receiving treatment, as well as launching a web-based client management system to help NCS communicate with its customers more effectively. This has helped NCS to increase its average monthly referrals from 30 to 80.

Leslie McDonald, Executive Director at NCS, said: "The INSTILS support was essential. Without this we would not have been able to implement and align digital communications as a vital part of our Strategic Plan at such an early stage. We now have a model which similar counselling organisations can learn from."

About INSTILS programme - Inspiring Networking to Stimulate Technology Innovation in Life Sciences

The aim of the project is focused on improving the economic performance of the Life Sciences sector across the D2N2 Local Enterprise Partnership area, by enabling small and medium sized businesses to increase their competitive advantage through innovation and stimulating interaction between business, research entities and the NHS.

The programme is led by Medilink EM in partnership with the East Midlands Academic Health Science Network, The University of Nottingham and Nottingham University Hospitals NHS Trust.

The programme enables small and medium sized businesses to access high value cutting edge life science sector specific expertise; cross-sectoral expertise from universities; grant funding; and networking opportunities. The total cost of the project is £7,393,742 of which £3,696,871 is funded through the D2N2 LEP ERDF allocation.

For more information about the INSTILS programme, please [visit the Medilink website](#).

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